



Redding Rodeo 2019
Day Activities Sponsor Package
Package Cost \$15,500.00

The Redding Rodeo Association agrees to provide _____ (“Sponsor”) with the following benefits and services in connection with the 2019 Redding Rodeo which will take place in May 2019. The Sponsored Day is _____

The Days Activities Sponsor Package includes the following direct benefits:

Direct Rodeo Exposure

1. Public address recognition as a Day Sponsor of the Redding Rodeo Association throughout the day.
2. Sponsor’s name will be displayed on the electronic score board with special notation of being a Day Sponsor.
3. A Sponsor’s sign* or logo to be posted in the arena. If the performance is shown on TV, a second sign (sponsor provided) may be posted on the west arena wall.
4. Display for the Sponsor’s flag at Rodeo functions such as the Parades, Grand Entry and other appropriate times.
5. Sponsor’s name or logo will be posted on the Rodeo Association web page, indicating the day sponsored. (www.reddingrodeo.com)
6. Special recognition will be given at other Association events such as the Kick Off Steak Feed, Media Events.
7. Sponsor’s flag will be carried through the arena during each event on the day sponsored.
8. Public address recognition as an Event Sponsor of the Redding Rodeo Association throughout the day. The Event sponsored by this contract is _____ event.
9. Sponsor provided 30 second “commercial” will be played on the video scoreboard on the day sponsored.
10. Sponsor provided banner (not to exceed 2’ x 8’) will be displayed at the Front Gate entrance.
11. Sponsor will be included in TV and print advertising by way of logo or name.
12. Sponsor will be given a one (1) page ad layout in the souvenir Rodeo Program book as a Day Sponsor.

Tickets

1. Sponsor will receive 30 Rodeo Flats Area Sponsor Box Seating tickets for the day of sponsored performance. Rodeo Flats Seating includes catered bar and food. Location of Rodeo Flats seating is at the sole discretion of the RRA.
2. Sponsor will receive 50 General Admission for both the Wednesday and Thursday evening performances and 50 Reserved Grandstand tickets for the Friday evening performance. The seating location provided is at the sole discretion of the Redding Rodeo Association and is subject to availability.
3. Sponsor will receive 10 tickets to the Kick Off Steak BBQ Dinner and Dance.
4. Additional tickets for any rodeo performance or the Kick Off Steak Feed may be purchased at normal retail pricing.

Approved by the RRA President or Sponsorship Committee Chairman

Signature

Date

Approved by the Sponsor

Signature

Date

Sponsor Mailing Address

Sponsor's web location URL: www._____
(For inclusion as a link from the RRA web site to Sponsors web site)

Sponsor agrees to pay the Redding Rodeo Association \$15,500.00
Sponsor payment of \$15,500.00 is due to RRA before May 1, 2019. A Late Fee of 1 1/2% per month (18% per year) will be assessed on all unpaid balances after May 1, 2019.

**All payments should be mailed to:
Redding Rodeo Association
P.O. Box 992048
Redding, CA 96099-2048**

The day to be sponsored is at the sole discretion of the Redding Rodeo Association and is subject to availability.

* The RRA will provide up to \$500.00 toward the flag and sign for first time sponsors. Any custom artwork to the flag or sign, or replacement of the original flag or sign, will be provided at the expense of the sponsor, at the sole discretion of the RRA.

Sign placement is at the sole discretion of the Redding Rodeo Association and may be modified to conform to PRCA requirements. Signs will be displayed through the end of Rodeo Week 2019. After May 31, 2019, said signs may be removed, or relocated at the sole discretion of the Redding Rodeo Association.

An equal or higher value seating location may be substituted at the sole discretion of the Redding Rodeo Association.

Sponsor hereby grants to the Redding Rodeo Association a limited license to display Sponsor's name, brand names, trademarks, service marks, and Logos ("Proprietary Marks") in connection with the advertising and promotional activities specified herein or otherwise used pursuant to this agreement. Sponsor further represents that it has the legal right to use and authorize the use of the above.

To the extent a party is responsible, each party agrees to indemnify, defend and hold harmless the other party and its affiliates, and the directors, officers, successors, assign, contractors, agents and employees of each from and against any and all damages, losses, claims, judgments or actions of whatever kind or nature, including reasonable attorney's fees and costs (hereinafter collectively "Claims"), arising out of or otherwise connected with the Rodeo or arising out of or otherwise connected with the breach of any of the terms of this Agreement, except to the extent that any such Claims arise out of the acts or omissions of the indemnified party.